

LEO BURNETT COMPANY, Inc.

Ad No. 103—Reg. No. 96815—I page—B&W—4½" x 7½"—Roster Pipe Program, 1960 (D)

★ ★ ★

## CAST OF CIGARETTES

PHILIP MORRIS . . .



especially blended  
for the  
experienced smoker.

MARLBORO . . .



the filter cigarette  
with the  
unfiltered taste.

PARLIAMENT . . .



tobacco tastes best  
when the  
filter's recessed.

ALPINE . . .



modern filtration  
and refreshing taste.

BENSON &  
HEDGES . . .



world's choicest  
tobaccos; famous  
recessed filter system.

Produced by . . . PHILIP MORRIS INC.  
Directed by . . . your taste, your pleasure, your preference.  
Arranged by . . . men who love tobacco and like to smoke.  
Props . . . the finest cigarettes your money can buy.



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